

SCAYLE[®]

Attribute-based Similarity Settings
Define the relevance of selected attribute groups for product recommendations

Active Attributes

Color · Weight 8

low impact high impact

Brand · Weight 4

low impact high impact

Material · Weight 2

low impact high impact



✦ I'm looking for a stylish orange dress to wear to a party

Try on

Beyond AI Features

The Enterprise Playbook for Retail-Ready Outcomes

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We're in the midst of a new industrial revolution. But this time, it's accelerating change at an unprecedented rate. Where previous technologies disrupted norms over decades – AI is changing the world month on month. But this shift is not just about faster innovation. It marks a fundamental change in how commerce works. Shopping is moving from browsing and searching to asking and deciding. Interfaces are being replaced by agents, assistants, and AI-driven recommendations.

As an enterprise fashion brand or retailer, this creates a new reality: If you are not visible to AI, you are invisible to your customer. But when you get it right, AI can unlock your brand's potential and help you outpace the economy, your competitors, and even your own forecasts. Get it wrong, and your brand will become the Blockbuster of retail – irrelevant and ultimately left behind.

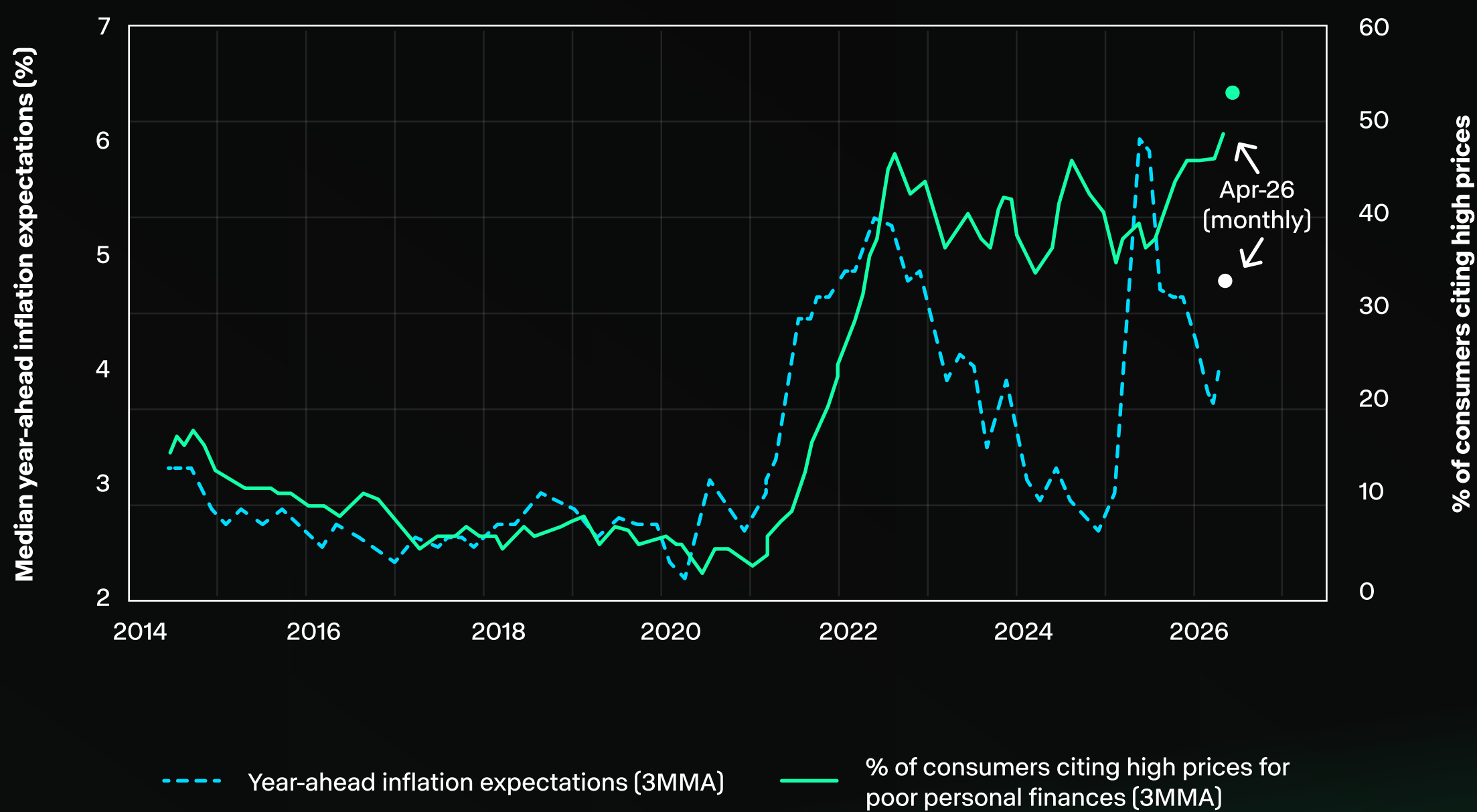
Analysts are already predicting sweeping shifts in how shoppers behave:

- **By the end of 2026, 80% of commerce apps will embed Gen AI**
- **By 2028, a third of user experiences will shift from native applications to agentic frontends, driving new business models and pricing structures**
- **By 2027, one-third of agentic AI implementations will combine agents with different skills to manage complex tasks within application and data environments**
- **By 2028, Gen AI and agentic AI will influence over \$595 billion in global retail eCommerce sales**

While AI appears to be an engine for growth, global retailers face higher stakes than ever. In today's era of rising prices and global conflict, there's little margin for error.

Economic uncertainty is sky high and shoppers are struggling with inflation. In the US, a record number of consumers state high prices are causing poor personal finances in May 2026.

High price concerns for personal finances and short-run inflation expectations surge amid Iran conflict



[Source](#)

Outside North America, sentiment isn’t much better. [According to Ipsos](#), the Global Consumer Confidence Index saw its second biggest decline ever in April 2026 – beaten only by the April 2020 Covid-19 lockdown.

And while instability might be temporary, forecasts are predicting stagnation for the West and Asia.

In this [challenging economic market](#) – where every cent counts – it’s time for global brands to cut through the hype and invest in AI solutions that actually grow your bottom line. Previous “game changers” have come and gone, taking millions in investment with them. Remember voice commerce? And while AI is guaranteed to deliver massive innovation, not all retail solutions are born equal.

The fashion brands that win will not be those that adopt the most AI features. They will be the ones that redesign their commerce around it. This means shifting focus away from tools – and toward outcomes.

Instead of asking, “What new features should we buy?” leading retailers are asking, “How do we remain discoverable, differentiated, and profitable when search becomes automated and LLMs become retail interfaces?”



The problem is that we often think we have time. With the pace of disruption accelerating, businesses need to make agility a super power, and learn how to aim higher in the value they deliver and move much, much faster.

Steve Dennis, Leading Global Retail Influencer, Analyst, & Strategic Advisor



This white paper is tailored specifically for fashion and apparel retail leaders who find themselves on the cusp of a new AI age – but want to focus on delivering maximum bottomline impact.

State of the AI Market: From Hype to Retail Performance

While many eCommerce providers are promising huge AI innovation, the current reality is fairly modest. Co-pilots, “smart search,” conversation flows – they look slick, but in practice, you get fragmented tools sitting on top of a stack, duplicated logic, and initiatives that stall after pilots. Often, they aren’t even built for retail and even less so fashion and apparel. They’re repurposed and repackaged from generic tech stacks – and sold as “retail innovators.”

The cost of this AI hype shows up as scattered experiments and inconsistent outputs, leaving operational teams to stitch together what looked simple in a demo – and the results back this up. In 2025, MIT’s [Project NANDA](#) reported that 95% of generative AI pilots and enterprise initiatives fail to deliver measurable ROI or P&L impact. And even [Salesforce](#) admitted they were overconfident about their flagship AI feature Agentforce.

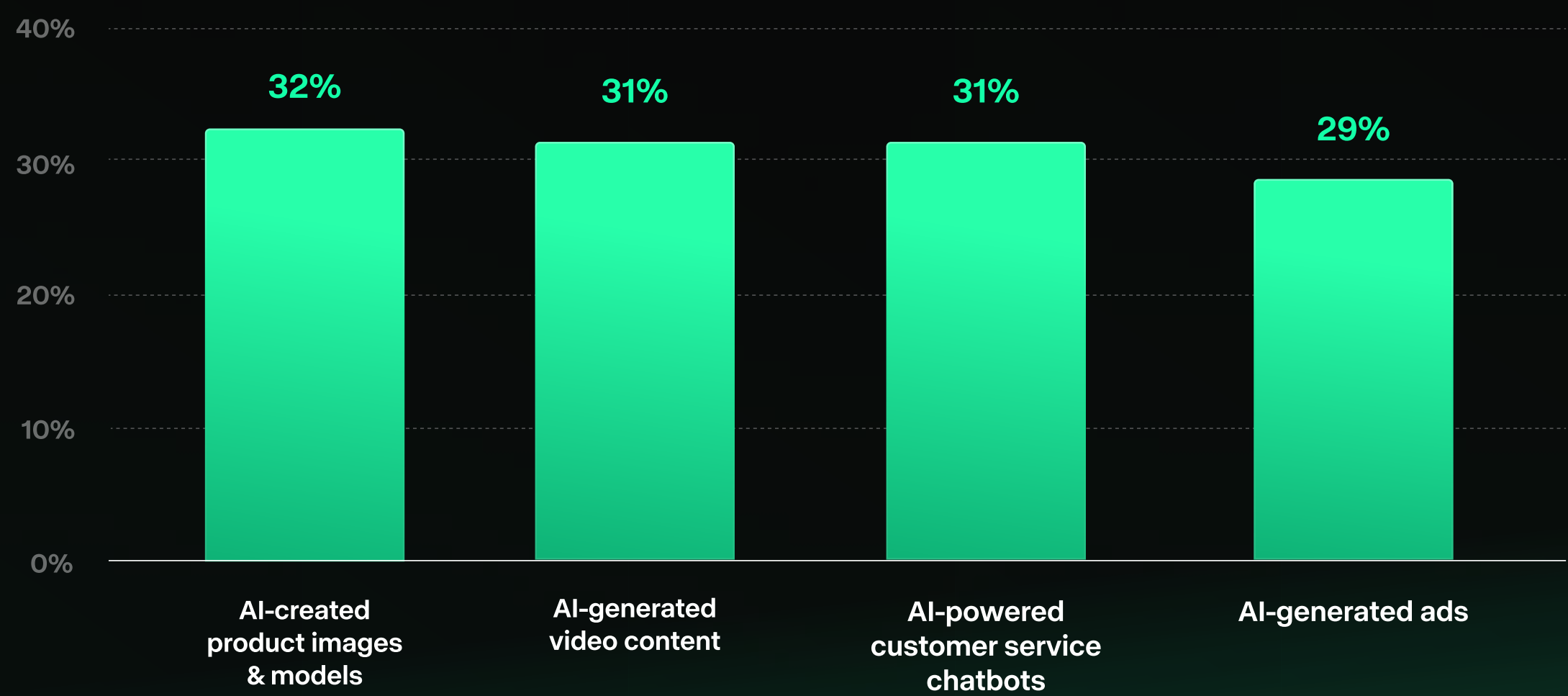
To deliver lasting results, enterprise fashion retailers need to take a longer-term perspective. Don’t treat AI like a product checklist. Put the hype aside and fund it like any other change – with results at the heart of your strategy. Instead of asking, “what new features should we buy?” ask, “how do we remain discoverable, differentiated, and profitable when searching becomes automated and LLMs become retail interfaces?”

Build a long-term strategy focused on:

- ✓ **Faster execution without losing control**
- ✓ **Lower operational cost without breaking quality**
- ✓ **Higher conversion without eroding the brand**
- ✓ **Expansion that doesn’t require rebuilding the machine in every market**

Although many consumers remain skeptical about AI’s place in fashion retail, using it to tangibly improve their shopping experience might get them on board.

AI-driven features shoppers are most hesitant to use



Deliver what they actually care about when shopping online:

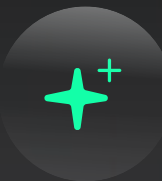
We’ve broken down this methodology into three strategic imperatives – designed to grow the bottomline of enterprise retail.

Faster and easier product discovery



AI Recommendations

Branded experiences that stay up to date with market trends



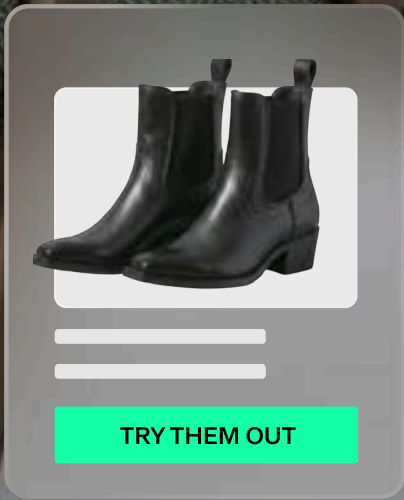
Curated for you



Sustainable for you



Trending now



A better understanding of what an item actually looks and feels like before purchase

3-Point Strategy for Retail AI Adoption

With the current pace of innovation, generic AI capabilities will become commodities. The next wave of disruption will be retail-specific. Not agents tweaked to fit retail tech stacks, but robust capabilities built specifically to solve the pain points of brands and retailers.

We've framed this future into three strategic imperatives, focused on creating better customer experiences that grow your: **discoverability**, **differentiation**, and **efficiency**. Building a strategy with these board-level outcomes in mind will prevent fragmented experiments – and keep profitability at the heart of your AI journey. Our unique position is grounded in real retail experience, already tested and proven in live retail environments.

As part of the Zalando Group, Europe's largest fashion retail ecosystem, we've embedded this strategy into the heart of our own online stores. This real-world implementation reveals where AI hype ends and real growth begins. Within each imperative, we unveil the next-gen features SCAYLE is developing in line with this strategy. Validated by millions of shoppers in real enterprise environments, the following pillars define our performance-driven framework – backed by real-world experience.

1. DISCOVERABILITY: THE NEW SEARCH ERA

As AI becomes a gateway to shopping, enterprise fashion retailers face a structural shift. Discovery is no longer driven by keywords and navigation. It is increasingly being mediated by agents, assistants, and model-driven interfaces.

This creates a new competitive dynamic: If your products are not understood, trusted, and recommended by AI, they are not discovered at all. The race for AI visibility has already begun. And according to the [Sellm tracker](#) – which ranks brands for recommendations on LLMs – some companies are already ahead.

+4,700%

YoY in traffic to US retail sites from Gen AI



The biggest risk is becoming invisible in AI-powered search. As consumers shift to using ChatGPT, Claude, and shopping assistants – brands without AI-readable content won't be recommended. And with GEO, you're either in the conversation or you don't exist.

Aldo Secaida, Co-Founder at Kahvi Solutions

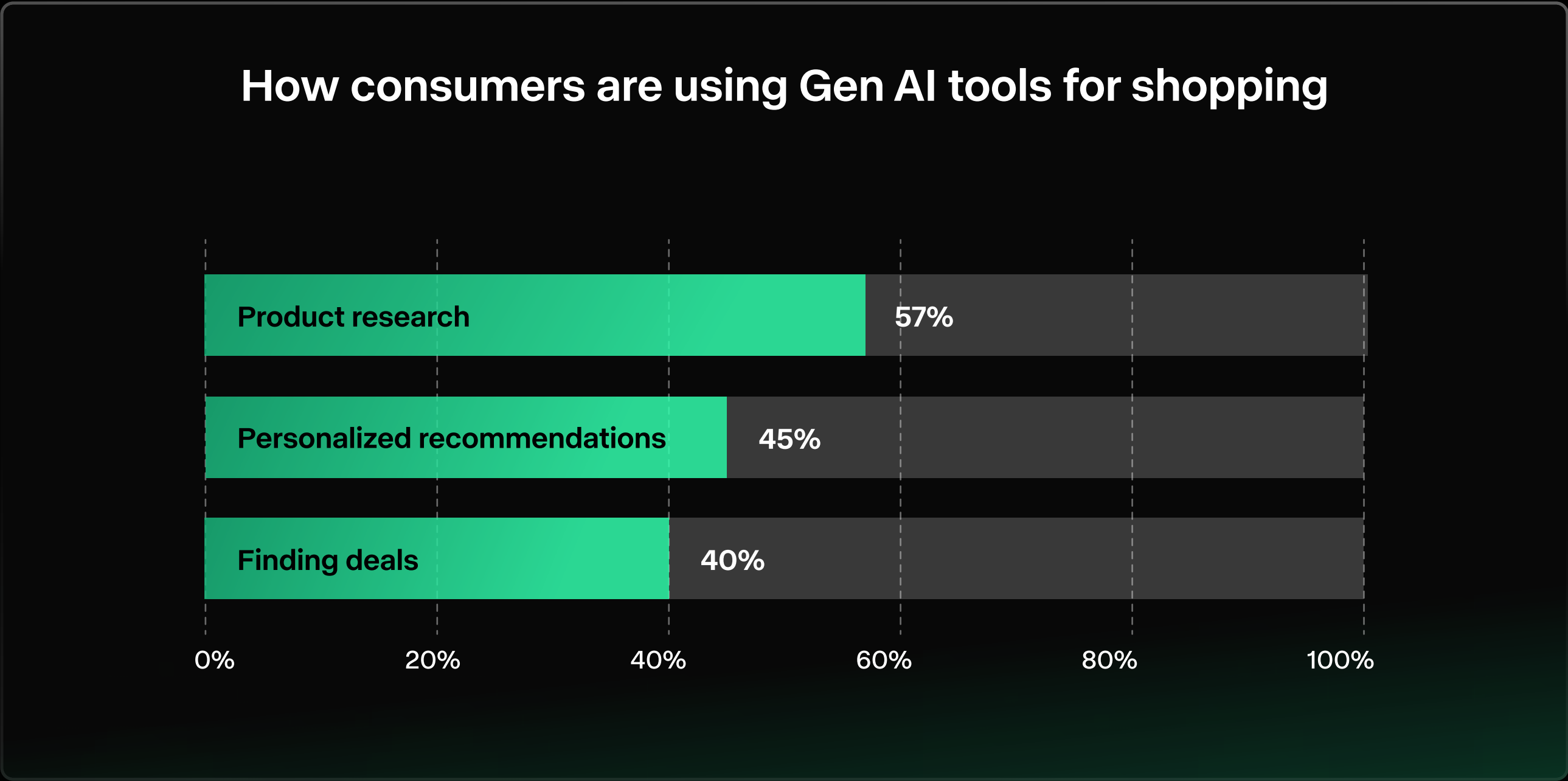


This shift is impacting habits. Consumers are switching from keyword-based queries to conversational discovery. They don't want to search for product attributes like "silver evening dress" anymore. They want to have a conversation where AI understands the cultural context and use cases of your products, like "I'm looking for a silver dress like the Louis Vuitton one Emma Stone wore to the Oscars, but something I can actually afford." They don't just expect it from search engines and LLMs – they expect it from storefronts too.

If your search functionality doesn't understand context like this, shoppers will abandon your brand for LLMs – or other storefronts – that do. And just as an LLM learns what you like, storefronts need to predict shopper intent. Are you showing mini-skirts to shoppers who dress modestly? Or suggesting formal attire to someone with a casual style? This generic approach will soon be outdated. ChatGPT is getting so close to people, some are falling in love. Your storefront should at least know what they want to buy.

Connect to LLMs & AI agents

LLMs are rapidly becoming a major player in eCommerce. Nearly two-thirds of Americans use Gen AI tools as their online shopping assistants, turning to them most often for:



Now, most AI platforms are capitalizing on their success as research tool and integrating shopping features directly into their interface – most notably checkout. Establishing a connection with LLMs has never been so urgent. If customers ask for a list of recommended products, and yours is the only one that can't easily be purchased, the likelihood of conversion drops dramatically.

ChatGPT's early tests explored enabling shoppers to purchase from smaller merchants like Etsy directly in the chat interface. OpenAI is now shifting this approach toward connected retailer apps, where transactions happen within merchant services rather than natively inside ChatGPT. Through initiatives like the Agentic Commerce Protocol (ACP), retailers can integrate their services so shoppers can move seamlessly from AI-driven discovery into trusted checkout environments – while fulfillment, returns, and support remain fully managed by the retailer.

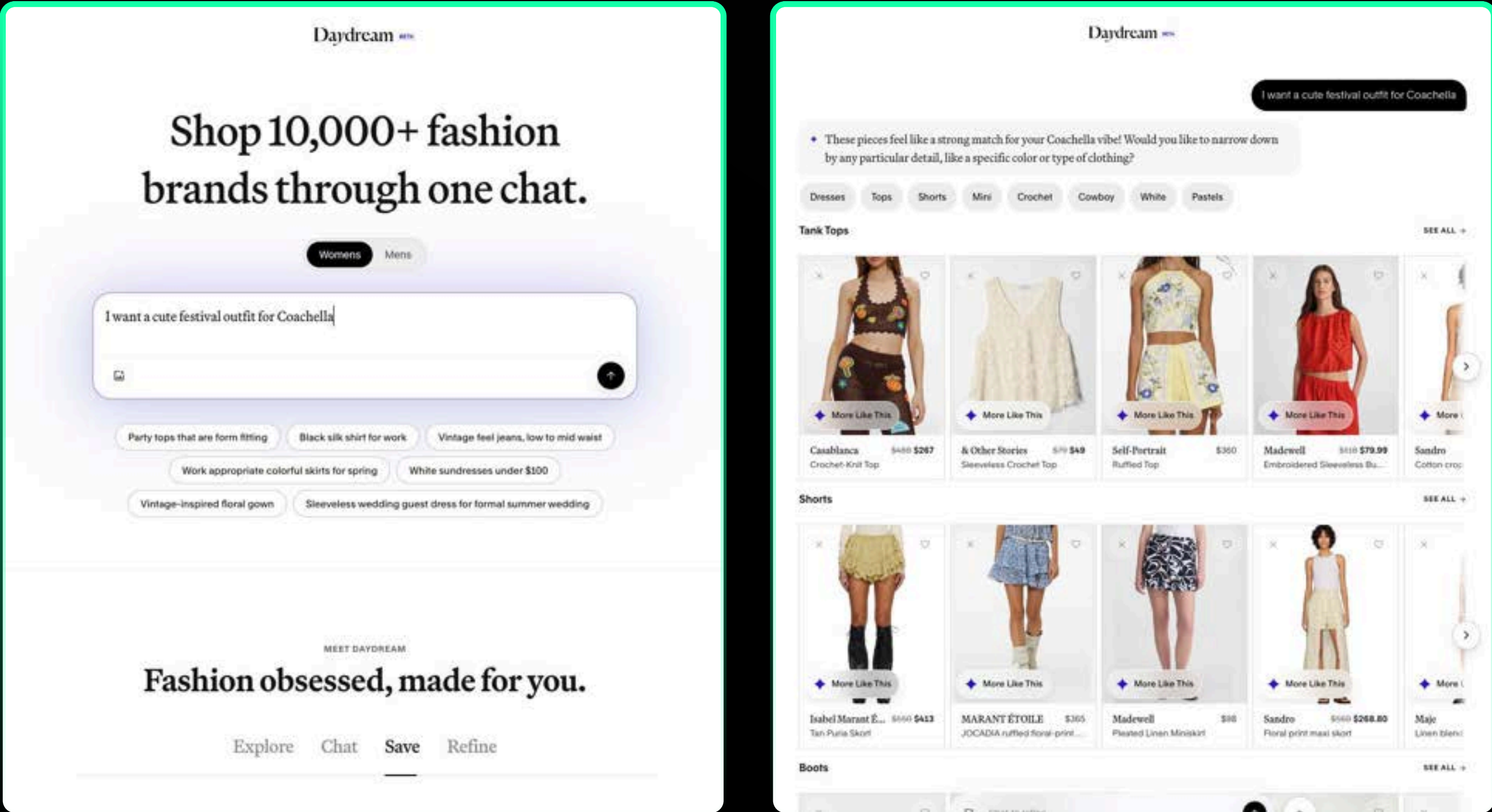
Google's Universal Commerce Protocol (UCP) is taking a more retailer-friendly approach. Purchases happen on Google surfaces like AI Mode on SERPs or Gemini, but it's your checkout that's connected.

You remain the seller of record, while reducing friction with familiar tools like Google Pay and saved details. This creates a shorter path from intent to conversion – boosting confidence and reducing cart abandonment.

The Zalando Group is one of the first official UCP partners. As part of the Zalando Group, SCAYLE helps retailers connect to this new commerce layer and turn AI-driven discovery into a direct sales channel.

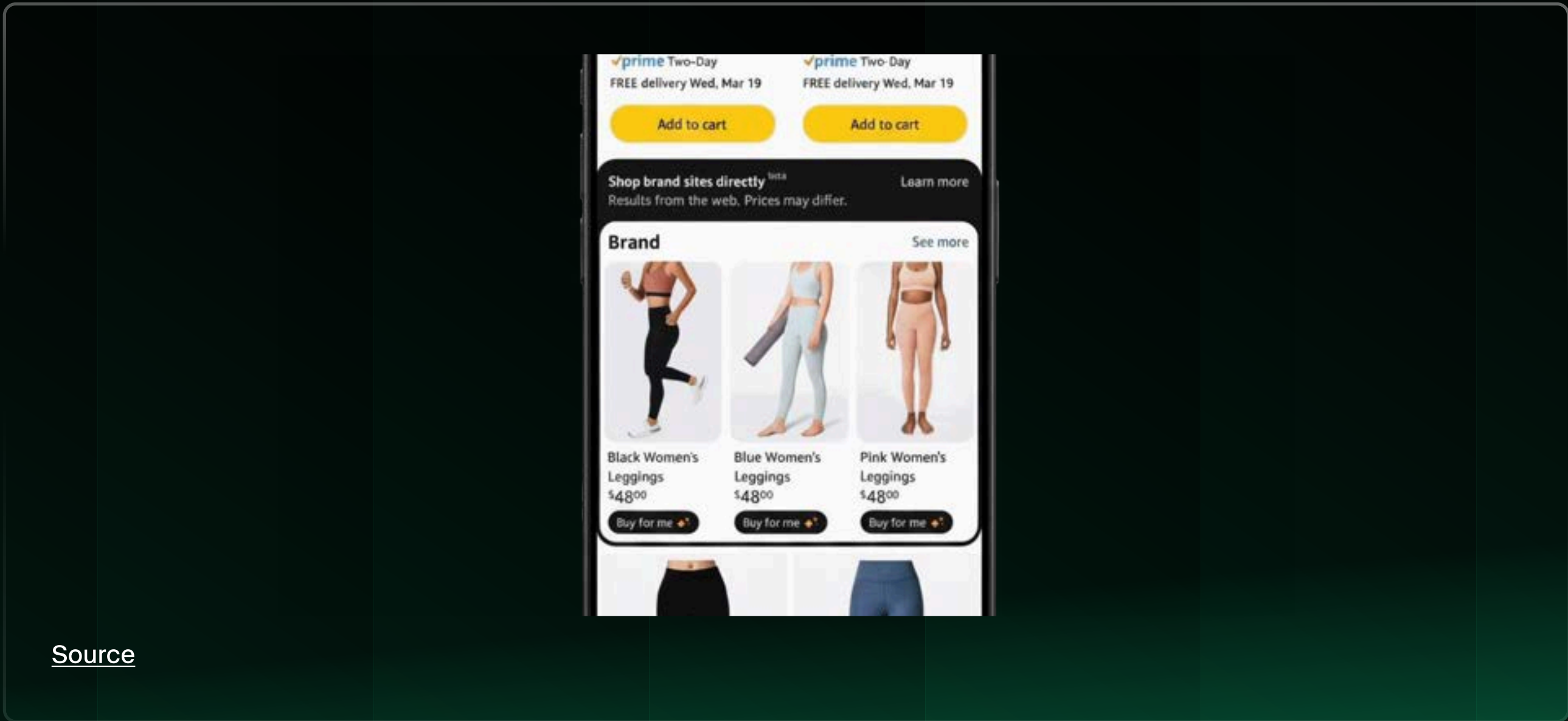
Explore SCAYLE's UCP integration ↗

It’s not just the world’s biggest AI platforms staking a claim in commerce. Retail-specific AI agents are developing fast. Daydream, an AI platform currently in beta, is leading the charge on AI-driven shopping. It allows users to create a “style passport” by answering questions about their sizes, favorite brands, and desired price ranges. The “storefront” looks more like an LLM than a fashion marketplace. At the top of the screen isn’t product images – it’s a search box where users describe what they’re looking for. While it might not be 100% nailing contextual requests yet, the platform has already partnered with over 10,000 stores and delivers fairly accurate results.



Global players like Amazon are innovating with AI too – introducing a “Buy for Me” feature. If an item isn’t available on Amazon, this feature can still place the order directly on a third-party retailer’s site. It completes the checkout by securely transmitting encrypted customer and payment data. And the shopper never even has to leave the Amazon app.

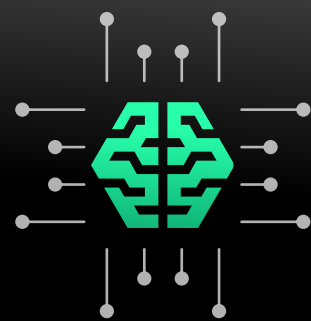
The brands that succeed in this new era need to be connected to all these new touchpoints – while actively competing against their capabilities on their own storefront. If you’re not offering AI-style shopping on your shop, you may lose customers for good...



Source

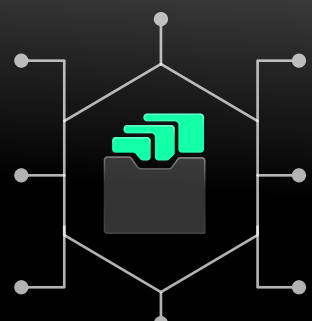
What your platform needs to connect to LLMs

To win in this new AI reality, your product data needs to be agent-optimized, platform-ready, and globally consistent. AI-mediated discovery rewards retailers whose product truth is structured, complete, and contextualized. As more shoppers discover your brand through AI-driven interfaces, visibility will increasingly depend on the quality of product data.



WHAT LLMS LOOK FOR:

- ✓ Attributes and taxonomy consistency
- ✓ Variant structure and availability
- ✓ Localization and market readiness
- ✓ Real-world use cases and cultural context



A DISCOVERABLE CATALOG MUST BE:

- ✓ Structured and consistent
- ✓ Context-rich and descriptive
- ✓ Globally aligned and localized
- ✓ Continuously updated and reliable

Catalog discipline is no longer an operational detail, it is a strategic growth lever. If product truth is inconsistent, AI loses its foundations. Your relevance degrades, guided discovery becomes unreliable, and personalization loses credibility. The result is disruption across your entire commerce ecosystem – and your customer journey.



It's a given that search will become more conversational. The difficult part will mostly be how to enable that. What are the context signals you can provide to the LLMs to improve your representation there. Every LLM, like ChatGPT, will be in a race to get the most fresh data from all the sources they can.

Rick Watson, Founder of RMW Commerce



Swap keywords for conversations on your storefront

AI is changing how shoppers search. Queries are no longer limited to keywords or filters, because on LLMs, they can be conversational, contextual, and increasingly nuanced. Shoppers simply describe what they want in natural language, referencing styles, occasions, and trends.

Your storefront experience needs to do the same. When your customer types in “affordable dress for a black-tie event” on your storefront, and it actually surfaces the dresses at the price points they're looking for, they'll have a good reason to stay on-site and not bounce to AI platforms.

Search tools like [Algolia](#) are a strong example of how eCommerce search is evolving beyond traditional keyword matching into AI-powered discovery. Algolia combines natural language processing, semantic search, and personalization to better understand shopper intent – not just the exact words they type.

That means a query like “minimalist white sneakers for summer travel” can return products based on style, use case, color, and seasonality, even if those exact keywords don't appear in the product title. The result is a more intuitive storefront experience that feels closer to talking to a stylist or shopping assistant than using a traditional search bar.

For retailers, this shift is critical. AI-powered search helps customers discover products faster, reduces friction in the buying journey, and keeps shoppers engaged on-site instead of turning to external AI tools for recommendations. As conversational commerce becomes the norm, search is no longer just a utility feature – it becomes a core part of the customer experience and conversion strategy.



The way we discover, search, and buy online has fundamentally changed. On a retailer's own digital properties, it's no longer only about searching and browsing, it's about enabling agentic and conversational commerce that anticipates intent and acts on behalf of the customer.

From the shopper's point of view, these experiences – whether spoken, typed, or automated – must feel unified, as if powered by a single, coherent intelligence. Achieving that harmony demands a common foundation: a retrieval engine capable of serving both human curiosity and autonomous intent. It should respond fluidly – to goals, to events, to questions – connecting agents to agents, and people to possibility.

Bernadette Nixon, CEO and Board Member of Algolia



Create digital aisles that know what your shoppers want

Imagine a store that understood what you’re looking for the moment you walked in – not based on who you were yesterday, but on what you need right now.

Most digital storefronts still miss that level of relevance. Product listings are static and recommendations are often driven by outdated signals. In fashion retail, where discovery is driven by context, taste, and intent, this approach results in disengaged shoppers, leaving missed opportunities for larger baskets, or worse – cart abandonment.

AI is changing the recommendations model. Instead of relying on past behavior alone, recommendations can be generated in real time based on what the shopper is exploring in the moment. This allows recommendations to become more relevant, timely, and aligned with how customers actually discover fashion and turns discovery into a dynamic layer of the shopping experience. And at the same time, retailers can retain control over how products are surfaced, ensuring recommendations stay consistent with brand, merchandising strategy, and commercial priorities.

SCAYLE’s AI-Powered Recommendations brings this theory to life. It balances real-time shopper intent with stock levels and promotional priorities – ensuring the right products are surfaced at the right moment. The result is a storefront that acts as a digital stylist. And when shoppers are presented with a curated product selection, shopping with your brand feels like a premium service – not a cold algorithm.



Consumers expect brands to know and understand them and don’t want to have to input that information or seek it out every time they buy.

Mark Rubin, Founder and President of Kasama



SCAYLE AI-Powered Recommendations results

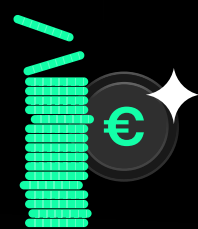
- ✓ **No black-box recommendations:** Logic remains visible and adjustable within merchandising strategy
- ✓ **Surface more relevant products – fast:** Real-time intent drives more accurate product matching
- ✓ **Increase engagement and basket size:** Relevant suggestions lead to deeper exploration and more purchases

[Discover AI-Powered Recommendations ↗](#)

2. DIFFERENTIATION: THE LOYALTY DRIVER

LLMs might be creating new opportunities for product discovery, but they’re built to keep shoppers on their own interfaces – replacing the need to visit your brand’s storefront. If they become the default for discovery, your products become trapped in a head-to-head against your competitors – putting even more pressure on pricing. You would lose control of the experience and miss valuable opportunities to engage customers with loyalty programs. So, what can your enterprise do to stay in control?

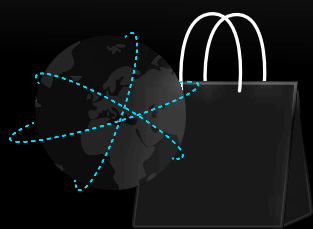
There are two competitive paths emerging for retailers:



THE COMMODITY PATH

Where brands compete purely on price and operational efficiency:

- ✓ Products feel similar to competitors
- ✓ Customers choose based on price and convenience
- ✓ Success comes from being faster and cheaper
- ✓ Margins are under constant pressure



THE EXPERIENCE PATH

Where brands win on experience-led differentiation:

- ✓ Products feel distinctive
- ✓ Customers buy based on trust and brand preference
- ✓ Success comes from creating unique experiences
- ✓ Growth is driven by loyalty and connection
- ✓ Margins are protected by brand value

Ideally, you improve performance in both directions by creating efficiencies to reduce costs, while simultaneously making your storefront more enticing, persuasive, and experiential. This new age of AI gives retailers the tools to do both, so you can create standout experiences faster and more cost-effectively.

Generate content at the speed of fashion

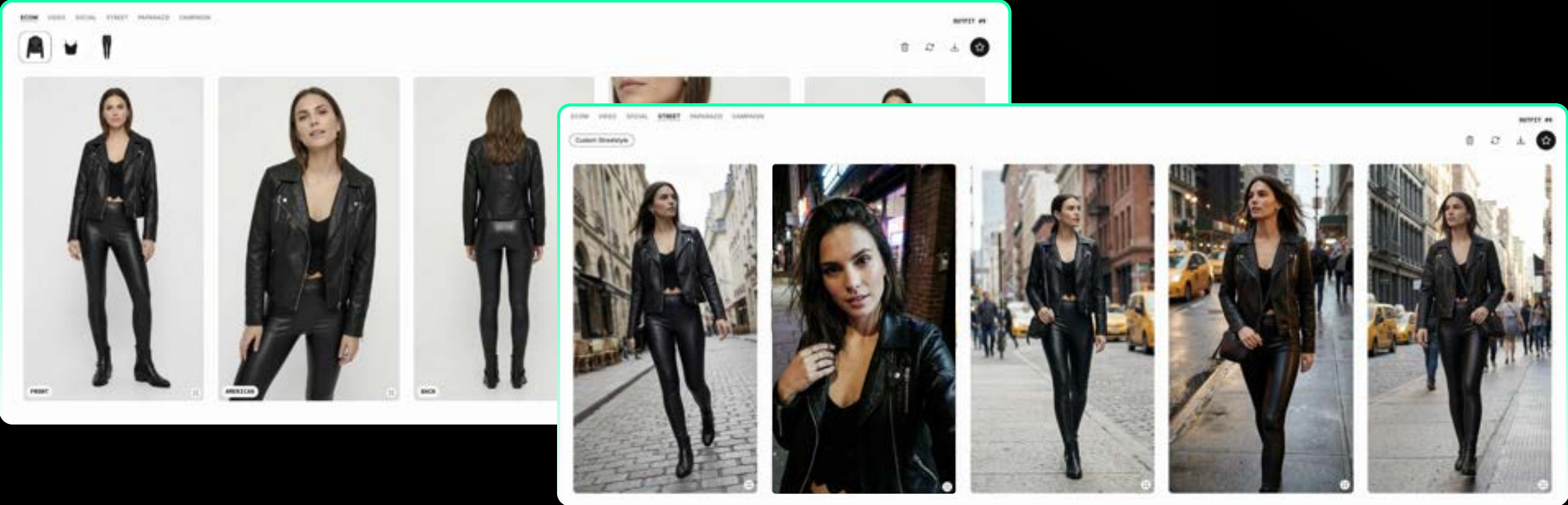
Today’s trends move at breakneck speeds. Whether it’s fashion styles, social media, or even “little treats” like Labubus, one day it’s in – the next it’s not. The challenge for retailers is how to stay relevant when what’s relevant changes week on week.

And while trends change fast, consumers are niched down into individual worlds. Fashion and lifestyle shoppers follow micro-influencers that they relate to. The days of supermodels are dead. If they’re looking for clothes, they’re likely taking inspiration from influencers that reflect their body type. Makeup? They follow people with the same skin tone or texture. Age, aesthetic, lifestyle, even just “vibes” can draw a shopper to a certain model of influencer. As a retailer, it’s impossible to deliver the breadth and depth of images to satisfy all your shoppers and stay profitable – until now.

With new AI content generation technology, you can respond to trends with a click while presenting your products on models your shoppers relate to.

Case study

TAYLA, The AI Fashion Photo Studio



TAYLA is SCAYLE’s AI-powered fashion and apparel content generation engine, designed to turn a single product image into an infinite set of on-brand visuals. With just one product photo, you can generate studio-quality images, GIFs, and videos in seconds – styling pieces on diverse AI-generated models across different body shapes, ages, and skin tones. At a click you can style the model with your latest products, in your choice of environment – from photo studio backgrounds to paparazzi-style images.

With TAYLA, fashion brands can present their products in more ways than traditional photoshoots allow, giving customers more ways to explore and connect with products. TAYLA has already been tested tens of thousands of times on ABOUT YOU, one of Europe’s biggest fashion marketplaces. They’re able to create over 40,000 assets per month.

The results show that compared to traditional photography, AI-generated images and videos convert just as well while significantly reducing overhead costs.

>95%
time-to-market reduction

~90%
cost reduction

+10%
engagement from videos
and lifestyle content

Now, ABOUT YOU is A/B testing specific models on individual consumers – enabling more relevant visual experiences that consistently improve conversion. Find out how you can start delivering engaging, standout shopping experiences with TAYLA.

[Learn more about TAYLA ↗](#)

Create immersive shopping experiences

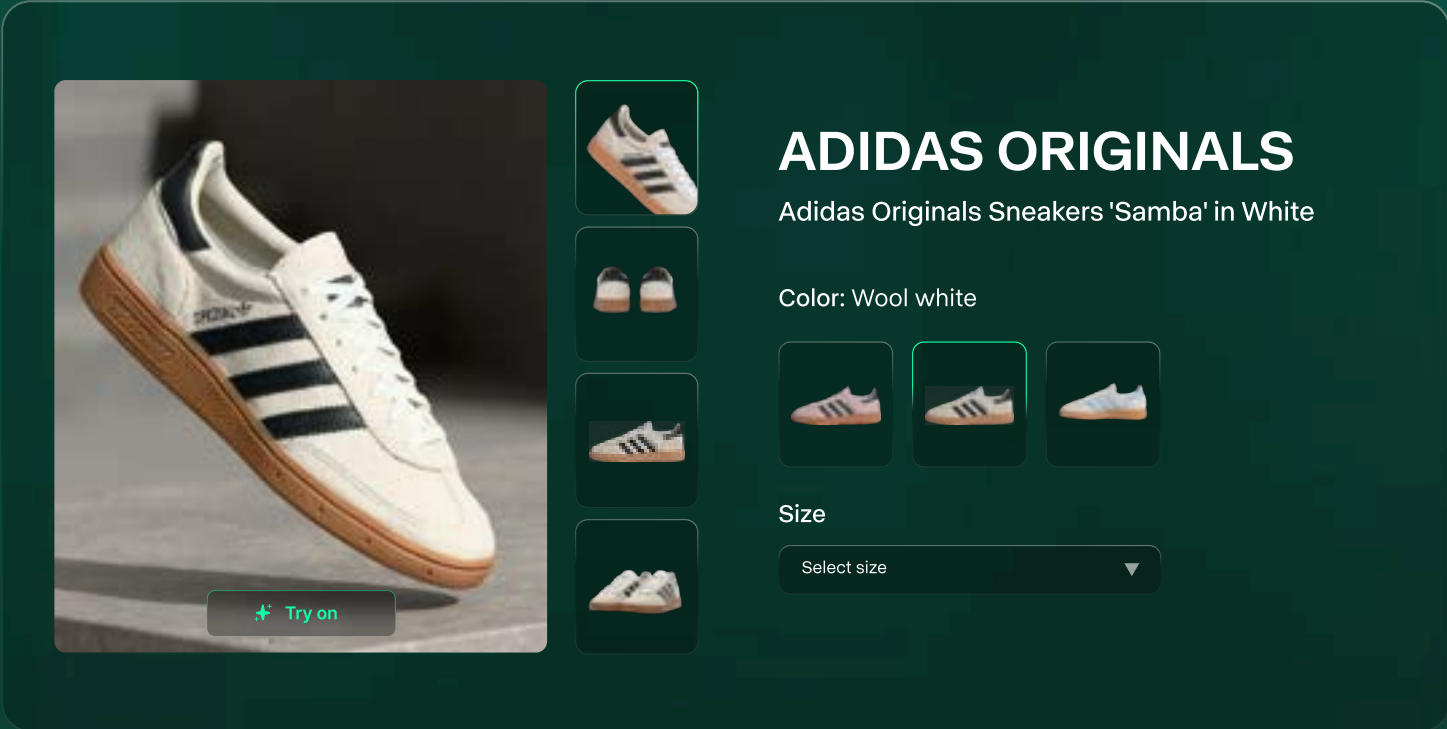
Uncertainty reduces sales. In the online shopping experience, shoppers can’t hold, feel, or see a product in real life – and even small doubts can block them from clicking “add to cart.”

In fashion and apparel, that uncertainty is amplified by both fit and style. Shoppers don’t just think “is this big enough?”, they think “is this cut going to highlight my broad shoulders?” These decisions traditionally made in-store are difficult to replicate online.

Immersive product experiences are closing that gap. By giving your customer a more realistic and interactive understanding of products, they get clarity on whether something suits them – not just fits them. More importantly, they transform the storefront from a functional, transactional website into a differentiated brand experience.

Case study

DeepAR 3D product experiences



Zalando, Europe’s largest fashion marketplace, saw similar success with its own next-gen 3D experience feature.

3D product animations show how a product moves, drapes, and reads in real life – details static images cannot capture. By delivering the visual and tactile cues shoppers crave, engagement and conversions rise. At the same time, these animations support lifestyle and streetwear content that resonates with audiences, driving measurable increases in:

- ✓ **Customer engagement time**
- ✓ **PDP conversion rate**
- ✓ **Net sales growth**

Zalando has seen success – and now you can too. See how you can deliver next-gen, immersive product experiences that boost engagement, conversions, and loyalty.

[Learn more about DeepAR 3D product experiences](#)

Zara’s early pilot of avatar try-ons caused a media storm and immediately became the new goal line for retailers. But it wasn’t just the industry bubble that took notice. Shoppers across the globe flocked to the site to test it, proving that in the AI age, the brands delivering exciting and high-value experiences will be the storefronts customers continue to visit.



Want to give shoppers their own virtual avatar to try on clothes? With SCAYLE Virtual Try-On, they upload just one photo to create a digital clone that can try on any outfit.

[Learn more about SCAYLE Virtual Try-On](#)

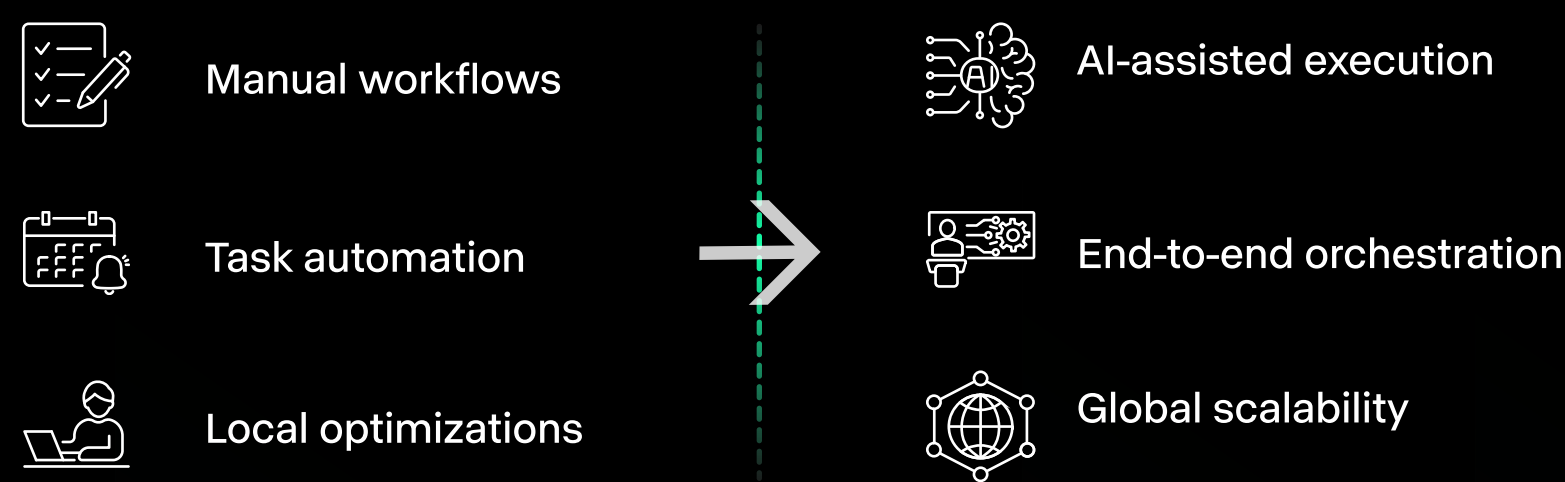
3. EFFICIENCY: FROM EXPERIMENTATION TO OPERATING MODEL

AI has long promised operational efficiency. Faster workflows. Lower costs. Leaner teams. But for most enterprise retailers, that promise has not translated into meaningful, scalable impact. The reason is simple: efficiency doesn't come from isolated AI use cases. Real value only emerges when AI becomes a repeatable operating capability, embedded into day-to-day business operations.

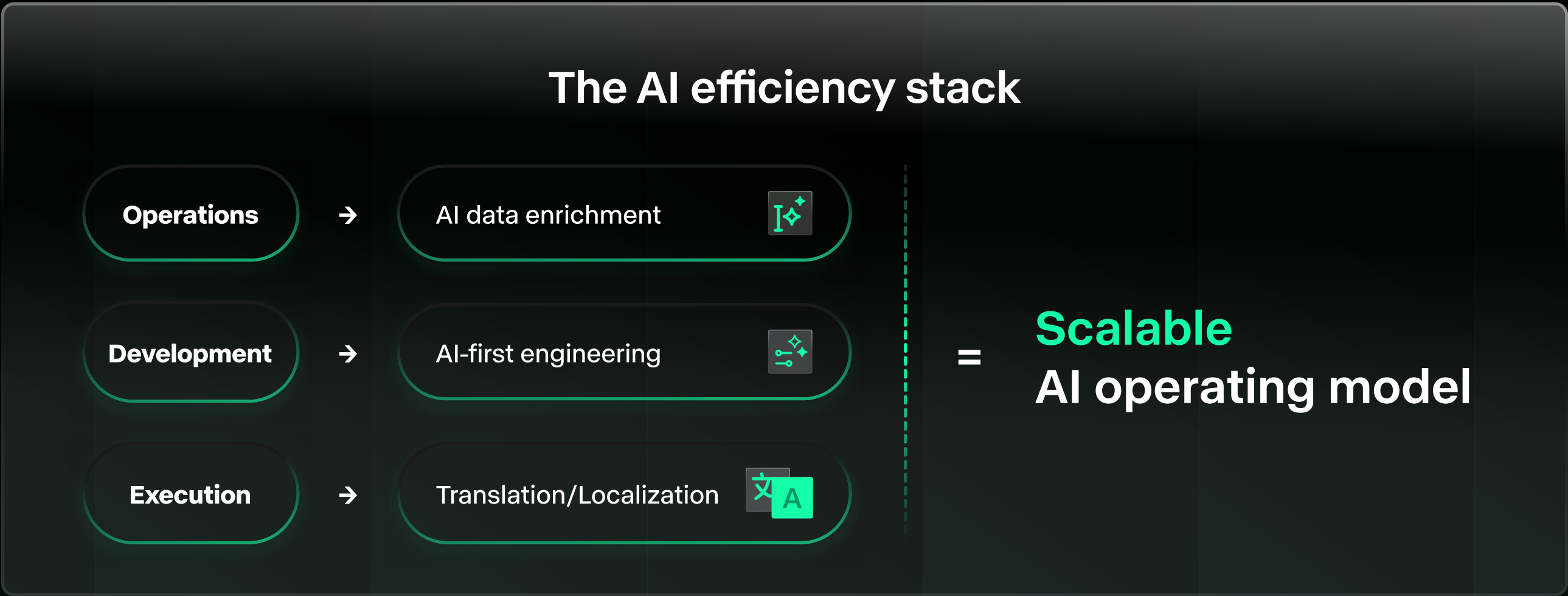
Even the world's biggest tech brands are still stuck in a cycle of pilots – optimizing individual tasks, but failing to transform how work actually gets done. As Uber's CEO, Dara Khosrowshahi put it [in Davos](#), many companies are “play-acting their way into a pretend transformation,” struggling to move beyond experimentation. And to get AI adoption right “you have to survive through a bunch of car crashes internally.”

How do you avoid those crashes in a demanding fashion retail market where margins are tight? The answer isn't more experiments. It's operationalizing AI in a way that shortens execution cycles, reduces cost-to-serve, and enables global rollout without adding headcount.

This means shifting from:



When applied across the business, these improvements don't act in isolation – they compound. Efficiency stops being incremental and becomes a multiplier that enables faster launches, more consistent execution, and the ability to scale without linear cost increases. The biggest gains come from the following three areas:



The question is no longer, “where can we automate?” it's “how do we redesign our operating model so AI becomes the default to get work done?”

Use automation that understands fashion

To be visible to LLMs, your product data needs to be robust, contextual, and readable. For fashion and lifestyle brands, the task is much harder than other verticals.

Extra complexity faced by fashion brands includes:

- ✓ **Complex SKU structures with large numbers of variants**
- ✓ **Extremely fast-moving trends and frequent product drops**
- ✓ **Constantly evolving styling language and colloquialisms**

Brands and retailers operating at a global scale often leave gaps due to the high manual workload. The promise of automating these tasks with AI is a game-changer for most retailers. But the complexity of fashion brands mean that generic solutions can result in just another failed AI pilot.

If you want your product to be readable by agents, your automation needs to speak fashion. With fashion-fluent AI-powered product data enrichment, you massively reduce manual work and automatically turn messy supplier data into rich, structured product information.

With SCAYLE, you can upload just one photo to turn manual mapping into rich, structured product information – automatically. It instantly identifies missing attributes and populates them with AI suggestions that teams can easily review.

And it doesn't just describe products. It sells them with advanced descriptions that give shoppers extra confidence – turning weeks of work into minutes of review.

Results for retailers



Automated taxonomy alignment

Automatically map supplier data to your global taxonomy with over 99% accuracy – reducing manual mapping by 80%



Intelligent attribute enrichment

Extract deep product attributes from images and unstructured descriptions to eliminate "ghost" search results



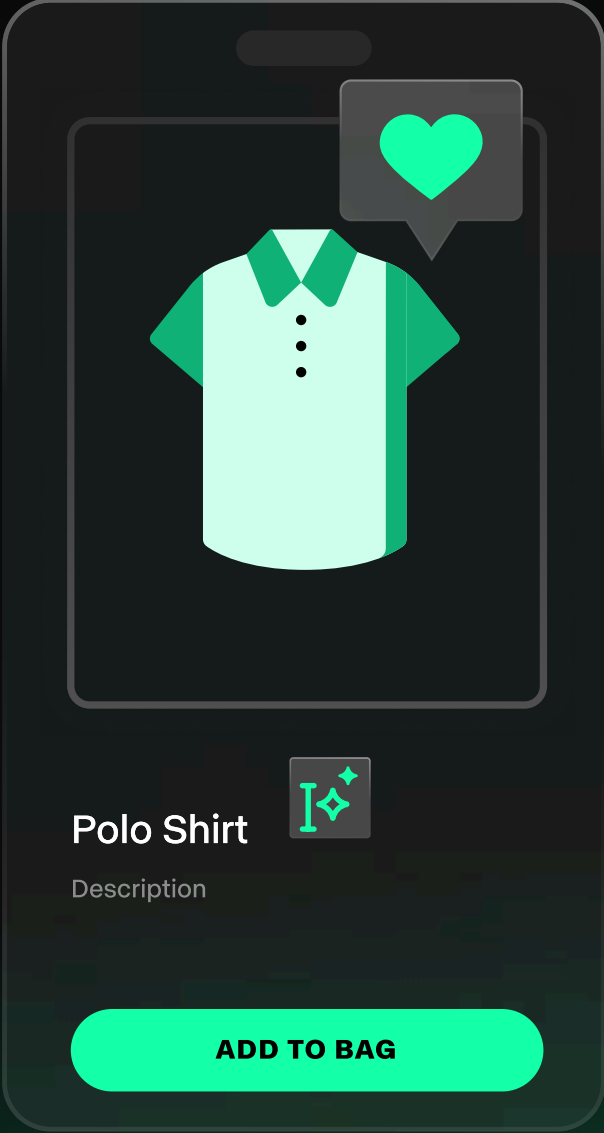
Cross-market consistency

Ensure a product's technical data remains consistent across 20+ languages – while adapting to local sizing conventions



High-trust validation

Flag high-risk inconsistencies for manual review, ensuring the catalog remains a trusted source for downstream agents



15/19

Scale globally without scaling cost

For multi-national brands, localization isn’t a one-off challenge – it’s a constant operational bottleneck. It slows launches, ties up teams, and delays expansion into new markets.

Launching in a new market often means:

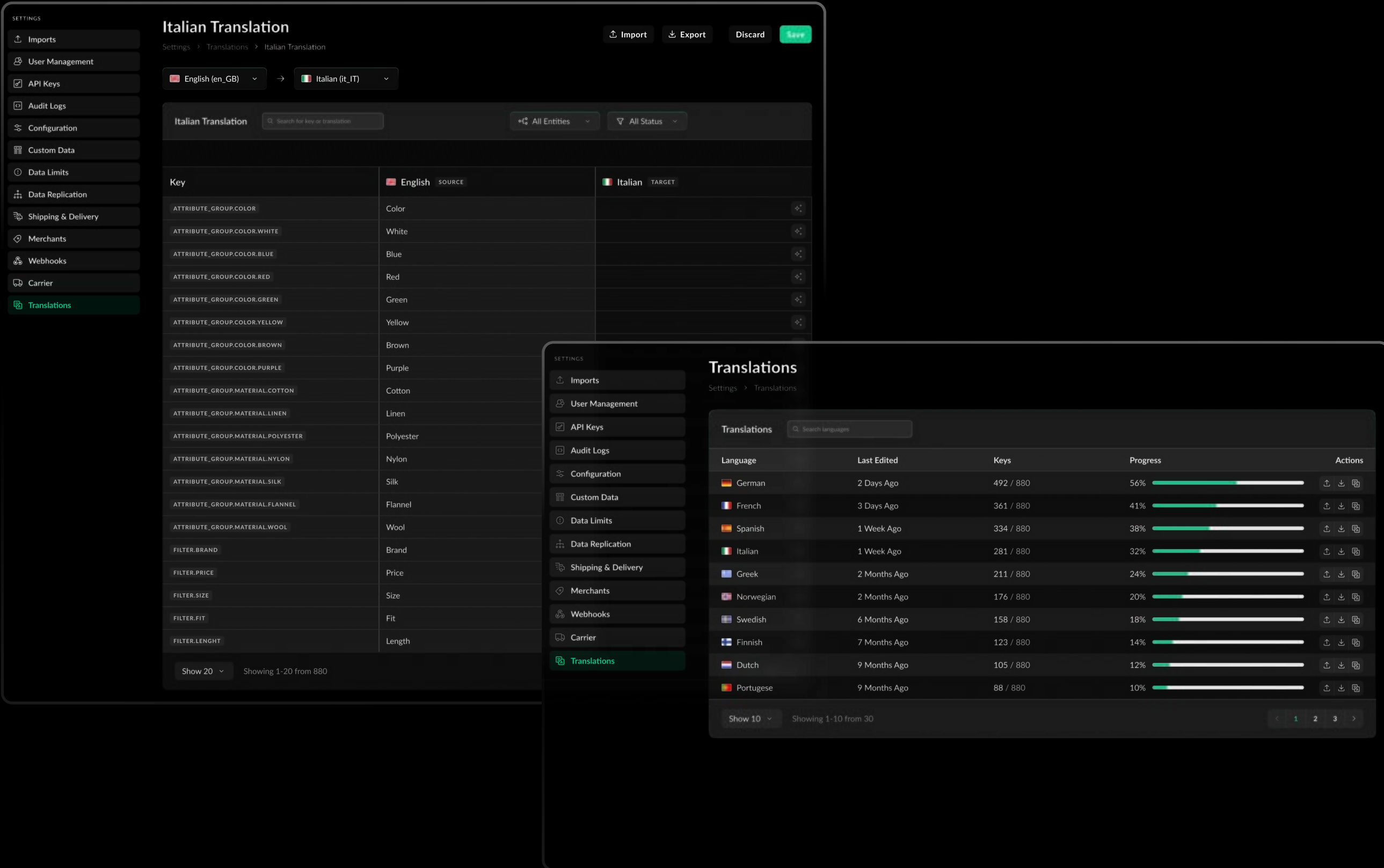
- ✓ Translating thousands of product descriptions
- ✓ Adapting content to local tone and cultural context
- ✓ Running repeated QA and approval cycles

At scale, this quickly becomes resource-intensive – and difficult to sustain. AI shifts localization from a manual process to a scalable system. Product data, storefront content, and transactional flows are translated and adopted continuously, while brand voice remains consistent across every market. Instead of managing every step, teams focus on exceptions – not repetition.

The result is faster international rollout, lower cost-to-serve, and consistent brand execution at scale. This is already becoming the new standard for global retail operations. SCAYLE already applies AI-driven translation workflows in production environments today, using AI-assisted, brand-safe localization to launch and scale international shops faster.

That offers brands:

- ✓ Faster country rollouts
- ✓ Lower translation and operational costs
- ✓ Consistent brand voice across markets
- ✓ Reduced dependency on manual workflows



Discover SCAYLE AI-Based Translations ↗

Accelerate storefront development

In fashion retail, your storefront is your virtual shop window – across every market, brand, and campaign. Maintaining speed and consistency at that scale is critical. Even the smallest errors can create inconsistent experiences that break customer trust. But for many enterprise teams, development capacity is consumed by maintenance. Fixing, aligning, and updating storefronts across regions leaves little room to innovate or stay at the forefront of the latest market trends.

Now, AI shifts the model. By embedding AI directly into the development workflow, teams can reduce manual effort, maintain consistency, and accelerate execution across every storefront.

AI-powered development offers huge opportunities for enterprise retailers, such as:

- ✓ **Faster feature delivery and iteration**
- ✓ **Higher code quality by default**
- ✓ **Reduced onboarding time for developers**
- ✓ **Consistent frontend architecture at global scale**

While less visible than customer-facing AI features, this layer is critical. It directly determines how quickly teams can launch campaigns, adapt storefronts, and deliver new experiences across markets.

Take SCAYLE's Autonomous Storefront Development tool. As an intelligent code editor, it understands SCAYLE's architecture, framework, and development patterns – helping teams build and update storefronts faster by removing repetitive work. Common tasks like creating new components, adapting features for different markets, or aligning with platform standards are handled by AI. And developers' resources are freed up to focus on building more differentiated, high-impact customer experiences.

[Discover the AI Storefront Developer ↗](#)

Automate workflows – without losing control

Retail operations are inherently complex. Merchandising, catalog management, pricing, and content all operate across interconnected systems – governed by business rules, dependencies, and constant change. This is where AI agents become critical.

Rather than automating isolated tasks, AI agents orchestrate workflows end-to-end, executing actions within defined guardrails, aligning decisions across systems, and scaling operations without risks. In practice, this transforms how work gets done. Processes that once required multiple teams, handovers, and manual oversight can be orchestrated more intelligently and consistently.

For example:

- ✓ **Launching a new country storefront shifts from a multi-week, cross-team effort to a semi-automated process**
- ✓ **Product data can be enriched, validated, and published with minimal manual intervention**
- ✓ **Operational tasks can be executed consistently across markets – without duplicating effort**

This is the foundation for agentic commerce operations – where execution becomes faster, more reliable, and less dependent on manual coordination.

AI agents move retailers beyond isolated automation and toward true end-to-end orchestration. Instead of assisting with individual tasks, they execute multi-step workflows across merchandising, catalog management, localization, and campaign operations – all within defined business logic and quality guardrails.

This enables a new level of scalability. Activities that once required coordination across multiple teams – such as preparing assortments for new markets, optimizing product data, or executing time-sensitive campaigns – can be handled more consistently and at significantly higher speed. The result is not just efficiency gains, but a structurally faster and more responsive commerce organization, capable of adapting to market changes in near real time.

The Commerce Layer

According to [Tech Radar](#), 70% of tech retailers are piloting or have partially implemented agentic AI. However, only 8% have fully deployed AI across their operations and just 5% consider their AI systems mature and optimized. How do you join the 5%?

A good AI strategy takes a holistic approach across your entire ecosystem. A great strategy connects everything seamlessly on a platform that provides AI tools with fashion-native context.

Like all tech adoptions, if a tool is disconnected, it becomes unmeasurable and unscalable. Whether connected via API or out of the box, AI features need to sit at the heart of your eCommerce architecture – speeding up everyday operations natively.

When it comes to fashion retail – context is even more essential. Fashion doesn’t operate like other verticals. It’s browsed, not searched. Its SKU complexity goes far beyond most products. Trend cycles can last a matter of weeks. And merchandising can make or break a campaign.

If your platform is built for fashion, AI tools and agents have the context to operationalize enterprise retail reliably, measurably, and with secure guardrails. That foundation is what turns experimentation into enterprise efficiency, empowering retailers to deliver standout experiences across thousands of SKUs and global markets.



If your eCommerce platform can’t handle agentic AI or other AI-driven capabilities, it’s time to consider your options. Anyone who can’t keep up will be forgotten.

Tarek Müller, Co-Founder and Co-CEO SCAYLE and ABOUT YOU



Learn how SCAYLE’s API-first platform is built to seamlessly connect to your top AI initiatives.

[Learn more about SCAYLE ↗](#)

SCAYLE: Our Retail Heritage is Your Advantage

AI only matters in commerce if it delivers outcomes. Not pilots. Not prototypes. Outcomes that show up in conversion, margin, loyalty, speed-to-market, and cost-to-serve.

The goal is not more tools, but more certainty. Certainty that investments improve performance. Certainty that customer experiences strengthen brand value. Certainty that efficiency gains hold up under enterprise complexity.

SCAYLE is built for this reality. Its AI capabilities are designed specifically for enterprise retail, validated at scale, and focused on measurable outcomes – not hype.

Our origins make this possible. Born from retail and embedded within Europe's largest retail ecosystem – the Zalando Group – every capability is grounded in deep process expertise and engineered for enterprise rollout. These solutions are not proven in isolation, but pressure-tested across billions of transactions in live retail environments where reliability and scale matter.

SCAYLE is positioned at the forefront of what's next. As one of Europe's first retailers working with Google's Universal Commerce Protocol, Zalando is actively shaping how brands are discovered, recommended, and checked out across AI-driven interfaces. Those learnings do not stay theoretical. They are productized into ready-to-use enterprise modules, giving SCAYLE customers early access to capabilities that will define the next era of commerce.

AI will continue to change how people discover, evaluate, and buy products. The retailers who succeed will be those who turn that change into an advantage – building on platforms designed not just to keep up, but to lead.

Learn more about SCAYLE AI 